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12-16-02

S/N 09/550,574   PATENT

IN THE UNITED STATES PATENT AND TRADMARK OFFICE

Applicant: Michael F. von Gonten,   Examiner: Beth Van Doren
Serial No.:   09/550,574   Group Art Unit: 3623
Filed: April 17, 2001   Docket: 103.001000 1
Title: SYSTEM AND METHOD FOR PROJECTING MARKET PENETRATION

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111

RECEIVED

Commissioner for Patents
Washington, D.C. 20231

DEC 1 2 2002

GROUP 3600

The Applicant has reviewed the Office Action mailed on August 29, 2002. Please amend the above-identified patent application as follows.

IN THE ABSTRACT OF THE DISCLOSURE

Please substitute the Abstract in the Appendix, entitled: Clean Version of the Abstract, for the previous Abstract. Provided below is an annotated version of the Abstract.

A system for facilitating simulations and modelling of market sales volume is provided including a server, [including a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user interface. The system further includes] an input device, [coupled to the remote client and on-line to the server. The system includes] at least one web page, and [including a data field for entering a parameter for an analysis of a client file an] software [means operable on the server and the client program at the remote client] for projecting penetration of merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of initial purchases from a launch of a product. The software [means is] can also be operable [on the server and the client program at the remote client] for generating a curve from weekly sales data[wherein the curve plots a set of weekly sales data versus number of weeks form the lunch of the product]. The software [means is] can also be operable [on the server and the client program at the remote client] for retrieving a component of the curve (B) representing a degree of belly of the curve, retrieving a component from the curve representing a slope term (S) and performing a calculation to produce a predicted